

WINNIPEG

PAST AND PRESENT

WESTERN CANADIAN CITY THAT HAS
MADE MORE PROGRESS IN THIRTY
YEARS THAN MOST PLACES DO
IN A CENTURY--MANITOBA'S
CAMPAIGN FOR A MILLION
PEOPLE MEANS MUCH
TO ITS CAPITAL
CITY

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WINNIPEG — P A S T A N D P R E S E N T

WINNIPEG is a city made with hands, but hands that have been much busier than is usually the case in such instances as that of Winnipeg. No other city in history, certainly, has made the growth—in quantity and quality—that Winnipeg has made in so short a time. It is no exaggeration to say that this growth has been wonderful, marvelous—in fact, these overworked and often misapplied adjectives are bald and inadequate terms when applied to what Winnipeg has done in less than forty years.

From a Hudson Bay trading post in 1870, and incorporation in 1874, Winnipeg has grown to the size and finish of a first-class city of 175,000 people, with wide streets, asphalted pavements, public parks, fine buildings, an excellent street car system and, in short, all that goes to make up the modern city beautiful and city practical. This is not to say, of course, that Winnipeg has arrived at the top notch of perfection—far from that. Much has been done and much has to be done, but there are few examples of municipal development carried on along lines so generally good as those laid down and followed by men who have brought Winnipeg to the point the city occupies to-day.

In 1870, Winnipeg had a population of 215. For two hundred years—since King Charles II. granted a charter to the Hudson's Bay Company—the country had been held in the grip of the fur traders, who did everything they could to keep the truth about the marvelous richness of the soil from getting abroad. The territory was too good a stake for trappers and traders to lose, and they held on as long as they could.

In 1812, to be sure, Lord Selkirk planted his colonists in the Red River Valley, but these colonists made very little real progress as long as the rival fur traders held sway. With Confederation and the squelching of the Reil Rebellion by Colonel—afterwards Lord—Wolseley, a new order of things was set up, and the West began to come in to its long-deferred own, with Winnipeg at the gateway of travel and trade into, and out of, the new country.

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ONCE started on its way, Winnipeg made rapid progress. When Winnipeg was incorporated as a city, in 1874, there were 1,869 inhabitants, and the place had taken on the status of a large and thriving village. The **News Begins to Spread** story of fertile wheat lands and splendid summer weather began to spread abroad. Commerce cast appreciative eyes toward the town at the junction of the Red and Assiniboine rivers, and railroad men in Canada and the United States scented trade possibilities that would make freight and passenger service profitable. In 1878 the first steam railway pushed up from the States and made a point just across the river from Winnipeg. Better things were on the way, however, and in 1882 the Canadian Pacific Railway, overcoming strong opposition and the discouragements of building through a thousand miles of rock and stunted forest growth, made Winnipeg on its way to the Pacific Coast. The railroads brought new people into the West, and these people told others what they found there. A stream of travel and trade was started that has swept a million and a half people into Canada, west of the Great Lakes, and built up trade that taxes the capacity of five great railways, has caused hundreds of millions of money to be invested and has poured forth profits in crops and trade that seem fabulous but are real and actual.

It is usually a long road from the tiny trading post, or straggling village, to the point of being a city of size, importance and weight in the world, but Winnipeg has made the pace and held it in the most astonishing way. Standing in the very path of travel to and from the West, Winnipeg has, from the first, taken heavy toll of that which passed through its gates. Its population has been added to in chunks instead of the slow process of accretion that goes on in less favored places. Twenty years from the date when there were only 215 souls in Winnipeg, the city had over 40,000 people. In 1902, there were 48,411, and the following five years more than doubled this number, the 1906 census giving Winnipeg 101,057 inhabitants. Last year's directory census—a method of counting that has proved fairly accurate — shows that

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Winnipeg and its close-lying suburbs have 227,339 people, and there are other evidences which go to show that this count is not far wrong.

FIGURES of trade and industrial growth prove that Winnipeg has taken a size and importance far beyond the city that is not yet forty years old. Bank clearings returns from the city's twenty-three banks show that Winnipeg ranks third among all the cities of the Dominion in the volume of banking business.

Banking Progress

The first bank was started in 1873, and was naturally a small affair. To-day the twenty-three banks have over seven hundred branches in the Western provinces. Locally, the Winnipeg banks did a business in 1911 that amounted to \$1,172,762,142. The only other cities in Canada even to approach these figures are Montreal, with a population of almost half a million, and Toronto, with at least 350,000 people. The increase of Winnipeg's bank clearings point the proof of the city's great and rapid growth. In 1902, the banks of the city cleared transactions that amounted to no more than \$188,370,000, a sum considerable in itself but small by comparison with the enormous total for 1911 and, in fact, much less than the increase in the 1911 clearings over those of 1910, this increase being \$219,000,000.

WINNIPEG has expended in the past seven years ending with 1911, \$75,461,175 in new buildings. This represented 27,640 buildings, and it is safe to say that no city on

Building on Solid Lines

the continent can show a better balanced distribution for a solid growth than has gone into the wholesale houses, business blocks, churches, schools and handsome homes and apartments of Winnipeg. For example, take the year 1911, \$2,500,000 has gone into fine apartment blocks, the average cost of the eight largest being \$96,000 each, and of the fifteen largest, \$76,333 each; eighty-seven factory and warehouse buildings have been erected in the nine months at a cost of another \$2,500,000, and for schools, churches and hospitals, \$1,000,000 was expended. Prosperity is indicated

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in the handsome private homes of citizens that have been erected in 1911. Twenty-four of these residences have cost on an average \$17,270 each, while there have been one hundred and seventy-four homes built costing between \$5,000 and \$10,000 each, and over four hundred houses that cost over \$3,000 and less than \$5,000.

WINNIPEG'S wholesale turnover now exceeds \$120,000,000 a year, and is the home of 3,000 commercial travellers. It is also the greatest grain market on the American continent.

Commercial Importance Winnipeg's retail thoroughfares are the finest in Canada. Its telephones in use in 1900, 1,318; and in 1911, 21,000. The average tonnage for the past five years of freight received and sent out amounts annually to over two and a half million tons.

Early in the game of becoming a big city, Winnipeg took up the practice of owning its public utilities plants. Winnipeg's big electrical works are located at Point du Bois on the Winnipeg River, 77 miles northeast of the city of Winnipeg. The water fall—naturally 32 feet—is increased by the power development dam to 47 feet. Mill pond of 6,000 acres. The total power available without storage is 60,000 horse power, which can be increased to 100,000 horse power. The cost of the works, including generating stations, all completed and equipped, is \$4,000,000. That this undertaking has proved a successful investment for the city is shown by the fact that the 10c per k.w. rate of 1911 for domestic lighting has been reduced to 3c, and further, that a correspondingly low rate is named for manufacturing purposes, it being the policy of the city to sell power to manufacturers at cost. In addition to its greatest industry, Winnipeg owns all public parks, its asphalt plant, city quarries, water works, street lighting system, a 300 lbs. high pressure fire protection system and civic power plant of 60,000 horse power capacity. At the close of 1911 Winnipeg had miles of sewers, miles of sidewalks, miles of paved streets and miles of graded thoroughfares. Has eleven fire hall stations, employing 165 firemen; 169 enrolled patrolmen, officers and staff in Police department.

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WINNIPEG has now 276 factories, employing over 15,000 hands. Value factory output, 1901, \$8,606,248; 1906, \$18,983,290; 1910 (estimated), \$36,000,000. Capital invested in manufacturing \$30,000,000. Winnipeg has available raw materials in abundance. Grains of

Improvements Make Manufacturing Profitable

all kinds for the flour and cereal food manufacturer; wool for the spinner; flax seed for the oil manufacturer: sugar beets can be grown profitably; hides for the tanner and shoe manufacturer; big scrap iron centre; clay for brick and pottery; straw and pulp for paper mills. minerals; gypsum; peat; salt, manganese; limestone and sand for glass making; iron deposits on navigable water to city; and many other natural resources undeveloped.

TWENTY-FOUR pair railway tracks radiate from Winnipeg. The Canadian Pacific Railway, Canadian Northern Railway and Grand Trunk Pacific big shops are all located here, employing over 4,000 hands; 120 miles switch siding facilities for manufacturers. Water transportation on Red and Assiniboine rivers; vessels drawing nine feet of water ply between Winnipeg and Lake Winnipeg, a body of fresh water, in area, 9,414 square miles. Seventy minute service to lake resorts. The Winnipeg Electric railway carried three million people in 1900 and 35 million in 1911, operating 250 cars on 66 miles of city tracks and 45 miles of suburban lines.

Transportation Facilities Great

THE public school system is laid down and conducted on broad, comprehensive, and thoroughly modern principles. Winnipeg has 37 schools, employing 375 teachers, with 19,750 pupils enrolled in 1911; \$3,500,000

Western

Educational

Centre

invested in school property and buildings; two technical high schools in course of completion, costing \$750,000. Five colleges and the Manitoba Agricultural College and Provincial Institute are located here. A free library which

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cost \$140,000, operating five branches throughout the city. Winnipeg is the educational centre of Western Canada.

IN making the city practical the builders of Winnipeg have not neglected the city beautiful. A public park system comprising 524 acres is divided into twenty-nine parks, large and small. The largest of these parks is the

The City Beautiful Assiniboine, bordering on the river of that name and containing 282 acres. The rest of Winnipeg's park system is divided into smaller units, most of them being so placed in different parts of the city as to enable the people to use and enjoy them to their full capacity. The latest addition to these public rest and recreation grounds in Winnipeg is the purchase of twenty acres of land for a public athletic field to be fitted up for games and sports which the people of this cosmopolitan city have in greater variety than almost any other place that can be named, and have, too, incomparable summer weather for enjoying such pleasures.

MANITOBA has awakened to the importance of a vigorous campaign for people. There was a Provincial progressive movement started in January, 1912, called the

A Greater Manitoba "Million for Manitoba" League, that has the support of the leading interests in the Province, and this great campaign for people

is sure to have speedy and immediate results. Geographically situated so as to offer the farmer the greatest of combined advantages, those seeking opportunity, especially in mixed farming, are sure to respond in the coming year to the invitations that will be sent out to every corner of the world by the progressive movement starting at the beginning of 1912. Without taking to account the hundred million acres to be added to the province in the coming year, Manitoba has already 36,754,000 acres capable of cultivation. This equals 229,712 quarter sections of 160 acres each, and taking an average of four people to the quarter section it will give a rural population of nearly a million people exclusive of cities, towns and villages, or, in other words, room and opportunity for an additional three-quarters of a million farming population.

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BASED on these possible population figures for Manitoba, and a like development for Saskatchewan and Alberta, greater Winnipeg is bound to become a city of half a million souls in the next few years.

Winnipeg's

Prospects

Sure

The wealth of Western Canada's partially developed natural resources is yet untold. With only 10 per cent. of the vast stretches of fertile land under crop, with lumber and mineral resources merely surface touched, with millions of acres of free land and other millions of acres of cheap land, Western Canada is bound to have first place among the countries of the world as a place in which people may come and settle and make for themselves a home and business equal to their ability, capacity and capital invested.

Western Canada is a big field, filled with a prosperous people. The remarkable development taking place is creating an unprecedented demand for home industries. Winnipeg, the natural supply centre, wants these manufacturers and offers greater combined advantages in cheap power, light, sites, low taxation, labor conditions, railway facilities, banking etc., than any city in Canada.

Special reports prepared and mailed free of charge on the manufacturing possibilities of any line of industry by addressing,

**CHAS. F. ROLAND, Commissioner,
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